

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Women Development & Child Development Department - Social Empowerment  
Annual Action Plan for 2015-16 – Approved – orders issued.

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DEPARTMENT FOR WOMEN CHILDREN, DISABLED AND SENIOR CITIZENS  
(PROGRAMME.I)

G.O.Rt.No.93,

Dated: 02-05-2015.  
Read the following:-

1. G.O.Ms.No.20, Planning (VII) Department, dated 26.09.2014.
2. From Director, Women Development & Child Development, A.P.,  
Hyderabad, Letter No.632/IDA-ISSNIP/2014,Dated: 13.04.2015.

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ORDER:

The Government of A.P. has a vision to be among the three best States in India by 2022 when India celebrates its 75<sup>th</sup> year of independence and to achieve the status of a developed State by 2029. Government of A.P. has adopted a mission approach and vide reference 1<sup>st</sup> read above constituted seven sector specific missions to focus on the activities/projects, which are critical for the social and economic growth of the State and require inter-departmental coordination. The seven missions are the Primary Sector Mission, Social Empowerment Mission, Industry Sector Mission, Infrastructure Mission, Urban Development Mission, Service Sector Mission and Knowledge and Skill Development Mission. The Mission approach presupposes that while the Departments would continue to implement their regular activities, the Missions would provide support to manage externalities and enhance the inter-departmental synergy for multiplying the outcome and reducing the time lag. The Social Empowerment Mission would focus on:

- Ensuring quality education, healthcare and nutrition for all citizens in order to achieve the Millennium Development Goals (MDGs) and/or other global indicators like Sustainable Development Goals that are being developed by United Nations;
- Ensuring women empowerment and safety;
- Monitoring the quality of services and improving living standard of citizens;
- Networking with organizations, which are innovative and have set up models of good work; and
- Ensuring specific focus on the disadvantaged sections of the society -- especially the Scheduled Castes and Scheduled Tribes, Backward Classes and Minorities and economically poor sections of other Castes -- to ensure growth with equity.

2. Accordingly, the Government has decided to institutionalize the convergence structure for reducing MMR, IMR and Malnutrition and vide G.O.Ms.No.1, Department for W.C.D. & S.Cs. (Prog.I), dt:12.01.2015 issued orders constituting the convergence committees at various levels i.e., G.P. Level, Ward Level, PHC Level, ULB Level, District Level and State Level. Further the Government vide G.O.Ms.No.8, Department for W.C.D. & S.Cs. (Prog.I), dt:13.03.2015 included further members in the convergence committees at various levels and also ordered that the above convergence efforts will be implemented in the name of **“Mana Bhavita”**.

3. The Hon’ble C.M., Govt. of A.P. has also approved certain strategies / Action Plan for implementation of “Mana Bhavita” and Social Empowerment Mission for reducing IMR/MMR/Malnutrition. Accordingly vide G.O.Ms.No.44, Dept., for WCD&SCs dt.25.03.2015 the concerned departments viz., HM&FW/Dept for WCD&SCs/PR&RD(PR,RWS&RD)/T.W./MA&UD Deptts., etc., have been therefore requested to take necessary action in the matter.

4. In this connection it is informed that the State considers ICDS as one of the key flagship programmes for realization of the Millennium Development Goals (MDGs) particularly the MDG-1 (eradicating extreme poverty and hunger) MDG-4 (reduction in the infant and child mortality rate) and MDG-5 (improving maternal health and reducing maternal mortality rate) as well as the Sustainable Development Goals (SDGs). Hence the Department of WD&CW has developed an Action Plan to achieve the goals of Social Empowerment Mission through ICDS utilizing the resources of both ICDS as well as World Bank support ICDS systems Strengthening and Nutrition Improvement Project (ISSNIP).

5. The Director, WD&CW, Hyd in the reference 2<sup>nd</sup> cited has also informed that the Social Empowerment Mission Advisory group meeting was held on 23.02.2015 and all the (9) Departments were involved in Social Empowerment in preparation of Annual Action Plan for 2015-16. The Review meeting of Mission Coordinators was taken up by the Hon'ble Chief Minister on 14.03.2015 and Indicators & Targets for 2015-16 were presented in the meeting. Further informed that the Social Empowerment Mission Induction Program was held at Indian School of Business on 30-31 March, 2015. Based on the discussions, action points emerged from the Induction Program and the feedback of RJDs, PDs, CDPOs in the one day consultation work shop, they have prepared the Social Empowerment Annual Action Plan for 2015-16. She has requested to approve the Social Empowerment Mission Action Plan 2015-16.

6. In view of the above, Government hereby approve the Social Empowerment Mission Action Plan 2015-16 (except that hoardings at Central buses/ bus stops etc., may be taken up instead of Kalajathas).

7. The Director, Women Development & Child Welfare, A.P., Hyderabad, is informed that in case sufficient funds are not forthcoming from ICDS / ISSNIP due to restructuring of ICDS/ISSNIP by GOI, she may then also take UNICEF support and utilize the training, ICPS, SRCW funds etc., and also ask for funds from State Government, if necessary.

8. The Director, Women Development & Child Development, A.P., Hyderabad is requested to take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADEH)

NILAM SAWHNEY,  
PRINCIPAL SECRETARY TO GOVERNMENT.

To

The Director, Women Development and Child Welfare, Hyderabad.

Copy to:

The P.S. to Prl. Secretary to C.M.

The P.S. to Chief Secretary to Govt.

The P.S. to Minister for WCD&SC

The H.M. & F.W. Department.

The Planning Department.

Sf/Scs.

// FORWARDED :: BY ORDER //

SECTION OFFICER